

ABSTRACT OF THE DISCLOSURE

A novel shelf-borne programmable, display assembly which communicates with a remote controller to provide wireless, dynamically variable though unattended, point-of-purchase advertising. The display assembly is normally extended transversely into a shopping aisle and may provide independent advertising on two sides of computer controlled graphic displays. Point-of-purchase advertising is generated, sent and controlled from a remote controller, preferably through wireless bi-directional communications. Further, the display assembly employs a low-power, low cost computer and associated electronics to store and display advertisements, monitor surroundings using audio and video receivers and interrogate RF tag readers. Of particular value is a capability of performing a real-time, labor-free inventory, taken of shelf-resident products marked by remotely readable tag-identifiers. Power consumption is minimized using motion sensing and an associated power down sleep circuit. A unique shelf attachment mechanism applies a battery and associated weight to a shelf and secures and protects the battery from theft.